

U.S. Army 2005 MWR Leisure Needs Survey Results

Rock Island Arsenal Illinois

BRIEFING OUTLINE

Rock Island Arsenal

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

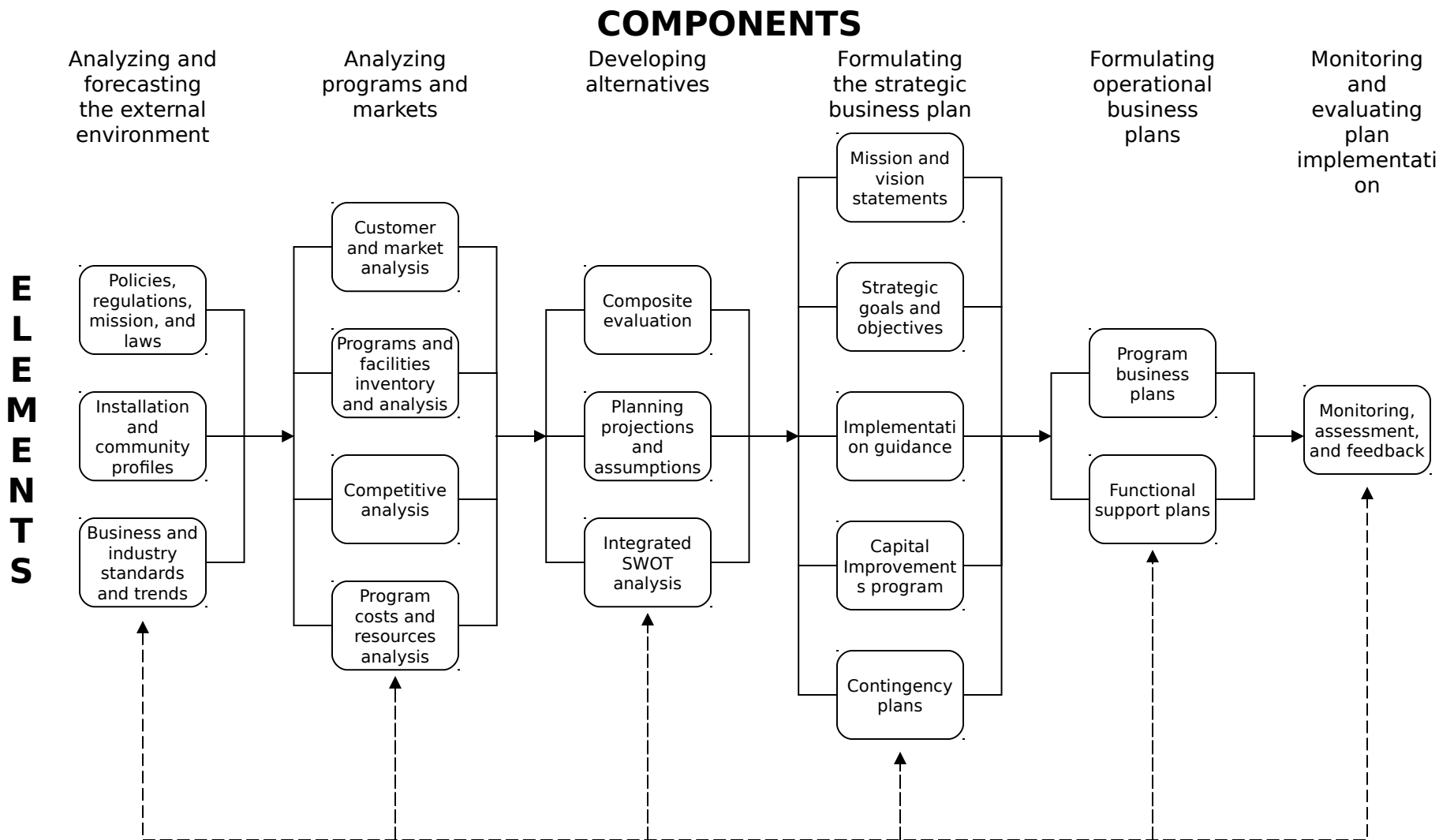
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Rock Island Arsenal

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Rock Island Arsenal

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,726 surveys were distributed at Rock Island Arsenal



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Rock Island Arsenal

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Rock Island Arsenal

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Rock Island Arsenal:					
Active Duty	97	88	22	25.00 %	±18.37%
Spouses of Active Duty	98	127	15	11.81 %	±23.29%
Civilian Employees	6,010	902	288	31.93 %	±5.63%
Retirees	623	609	156	25.62 %	±6.79%
Total	6,828	1,726	481	27.87 %	±4.31%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

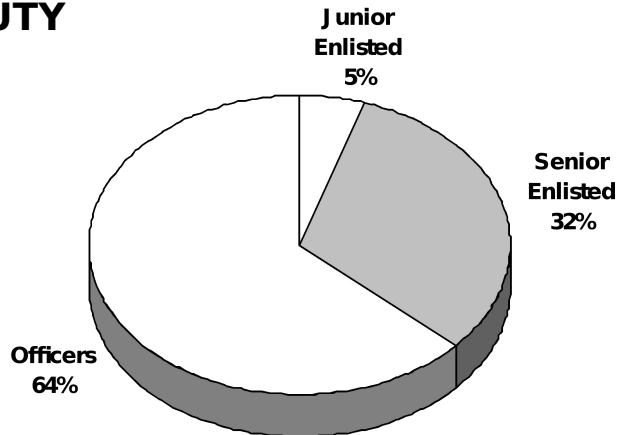
PATRON SAMPLE*

Rock Island Arsenal

RESPONDENT POPULATION SEGMENTS

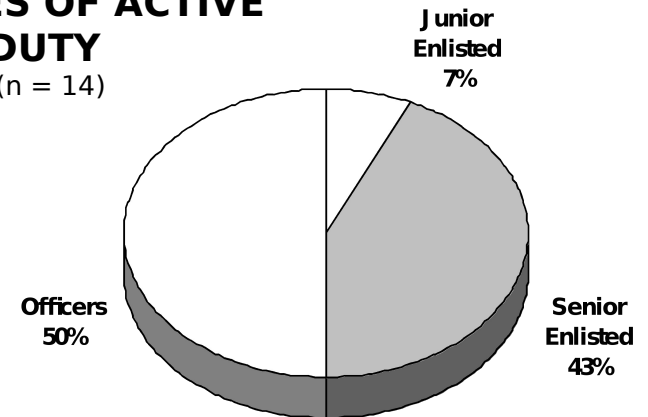
ACTIVE DUTY

(n = 22)



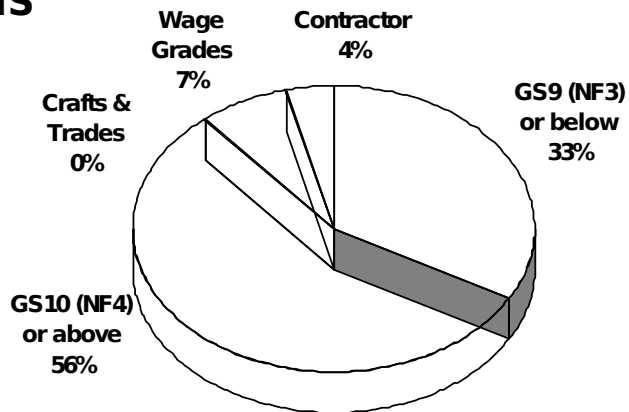
SPOUSES OF ACTIVE DUTY

(n = 14)



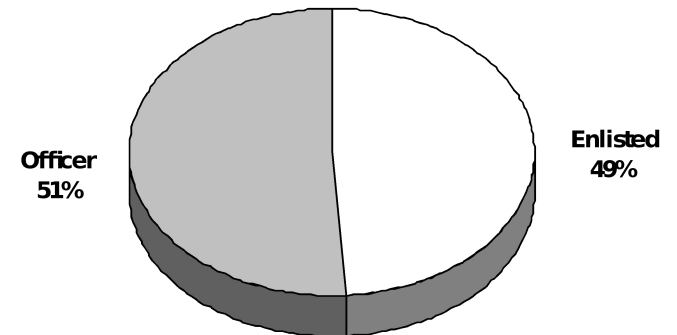
CIVILIANS

(n = 285)



RETIREES

(n = 121)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Rock Island Arsenal

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT ROCK ISLAND ARSENAL

Rock Island Arsenal

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	42%
ITR - Commercial Travel Agency	39%
Post Picnic Area	32%
Outdoor Recreation Center	30%
Car Wash	19%

LEAST FREQUENTLY USED FACILITIES

Army Lodging	2%
Youth Center	3%
Child Development Center	4%
School Age Services	4%
Athletic Fields	7%

MWR PROGRAMS & FACILITIES: SATISFACTION AT ROCK ISLAND ARSENAL*

Rock Island Arsenal

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

School Age Services	4.93
Youth Center	4.85
Child Development Center	4.74
Army Lodging	4.73
Outdoor Recreation Center	4.59

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Athletic Fields	3.97
Automotive Skills	4.41
Car Wash	4.43
Post Picnic Area	4.44
Fitness Center/Gymnasium	4.49

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT ROCK ISLAND ARSENAL*

Rock Island Arsenal

FACILITIES WITH HIGHEST QUALITY RATINGS*

Youth Center	4.88
Army Lodging	4.68
School Age Services	4.67
Child Development Center	4.57
Fitness Center/Gymnasium	4.40

FACILITIES WITH LOWEST QUALITY RATINGS*

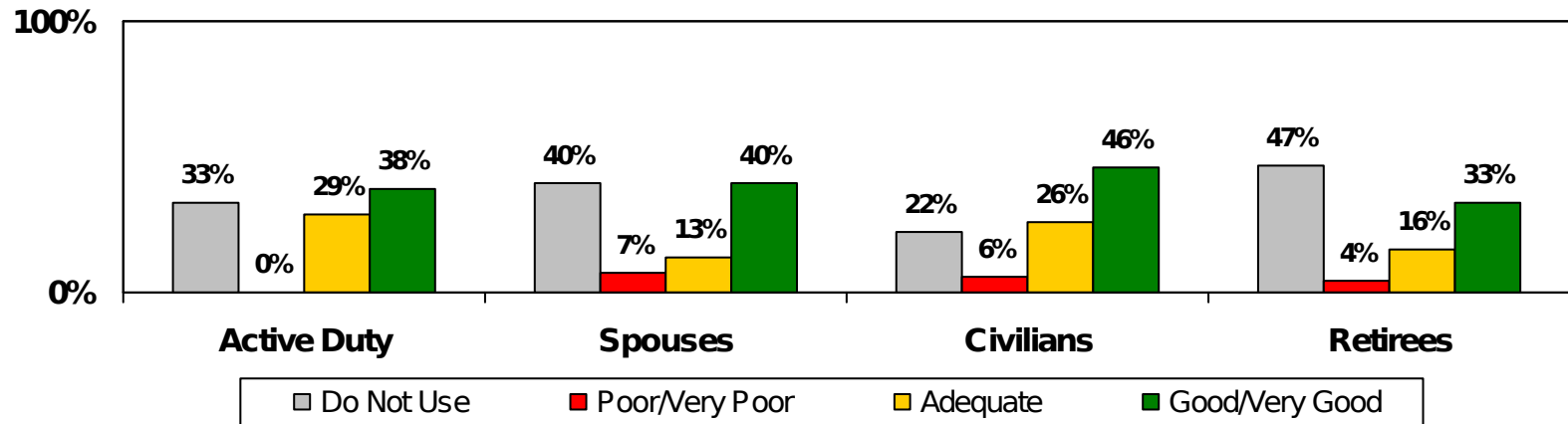
Athletic Fields	3.81
Car Wash	4.21
Post Picnic Area	4.30
Automotive Skills	4.34
Outdoor Recreation Center	4.38

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

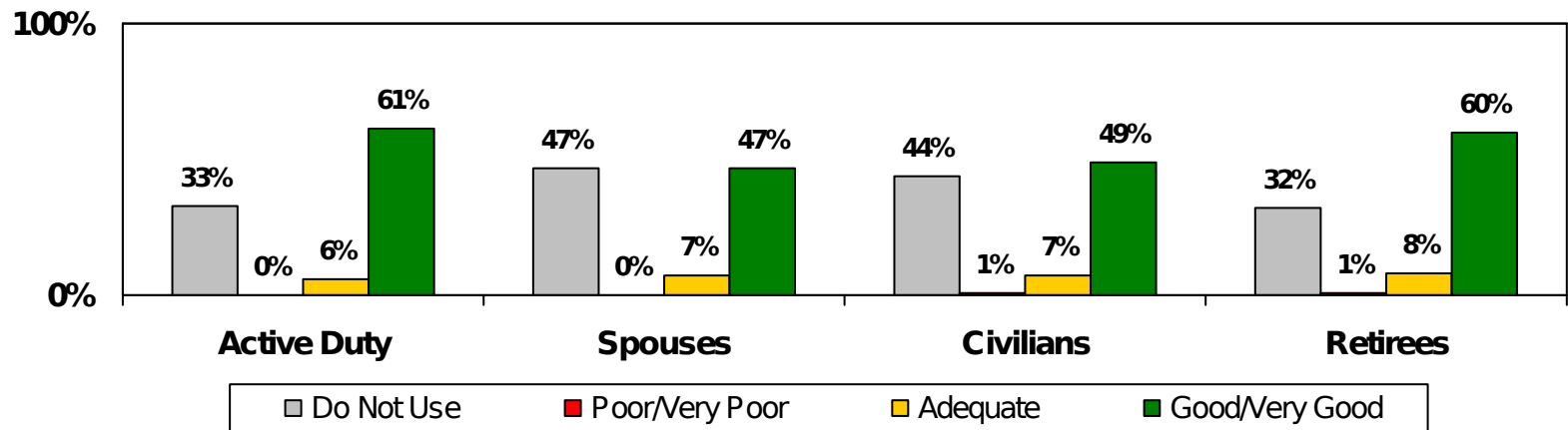
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Rock Island Arsenal

Quality of On-Post Services



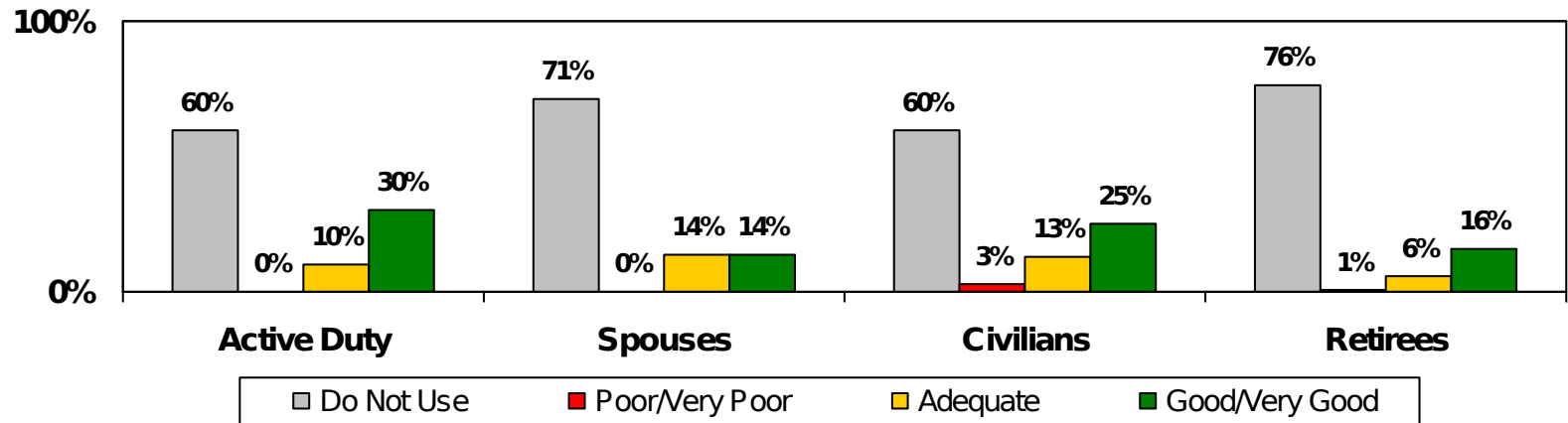
Quality of Off-Post Services



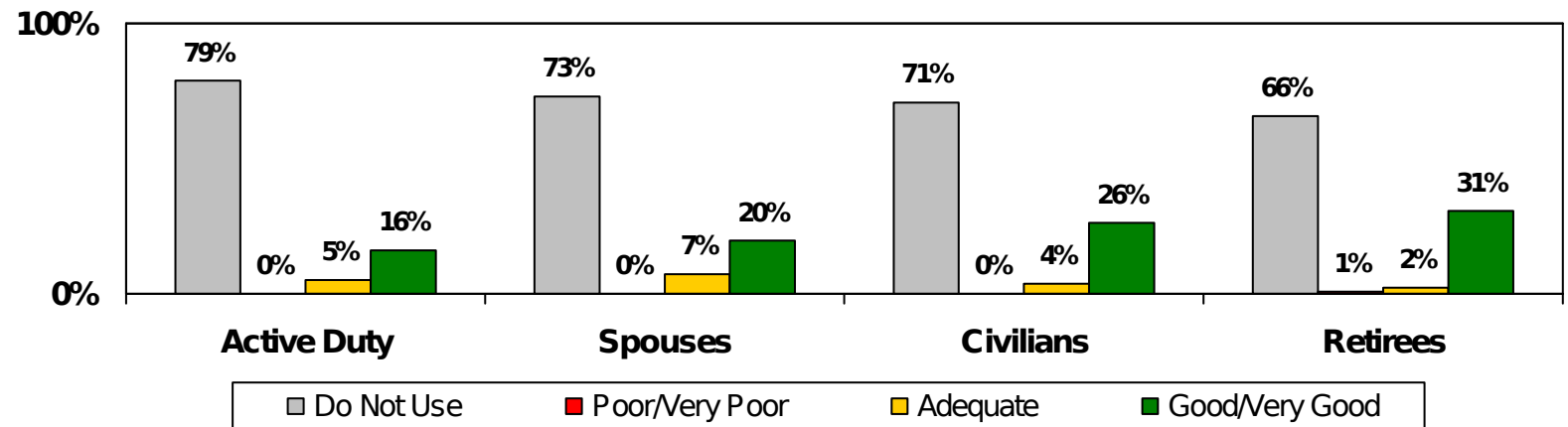
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Rock Island Arsenal

Quality of On-Post Services



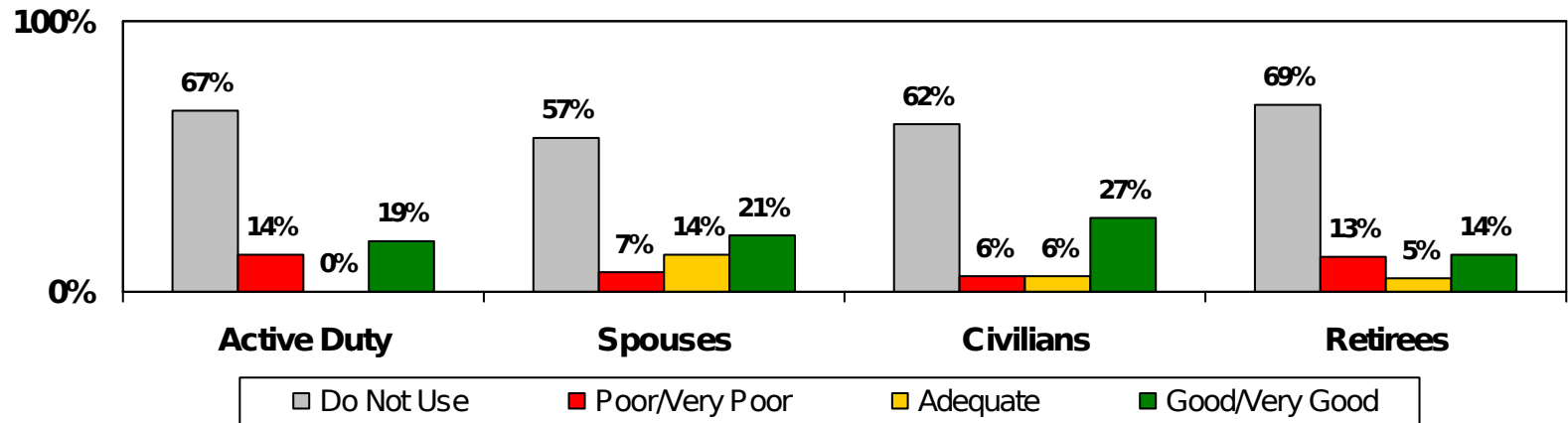
Quality of Off-Post Services



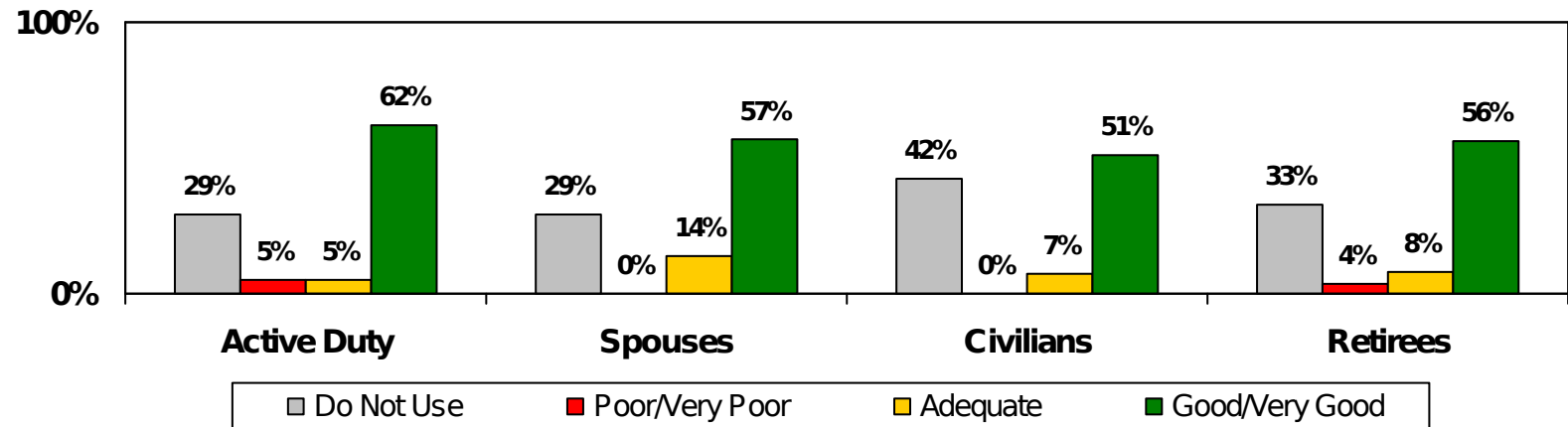
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Rock Island Arsenal

Quality of On-Post Services

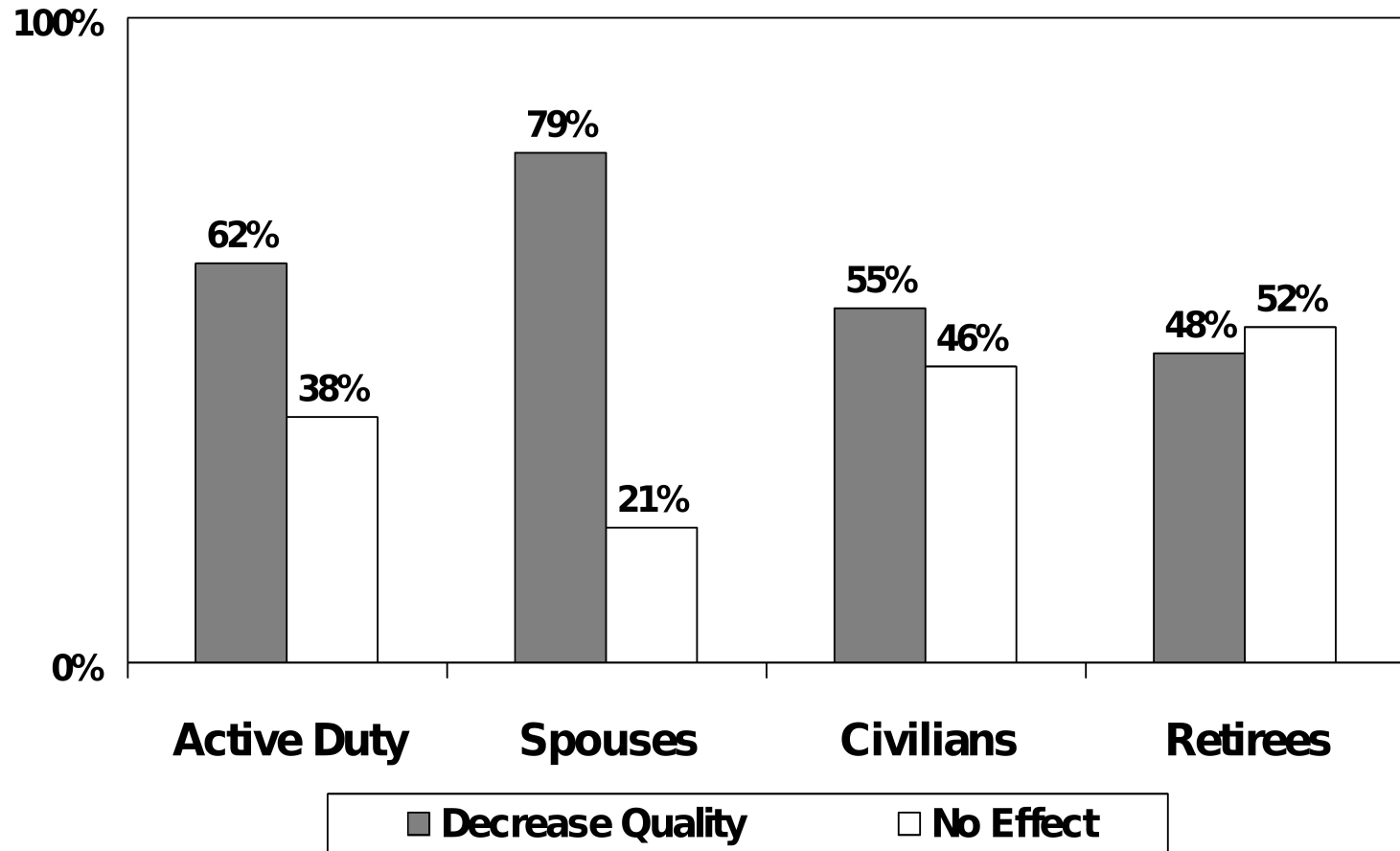


Quality of Off-Post Services



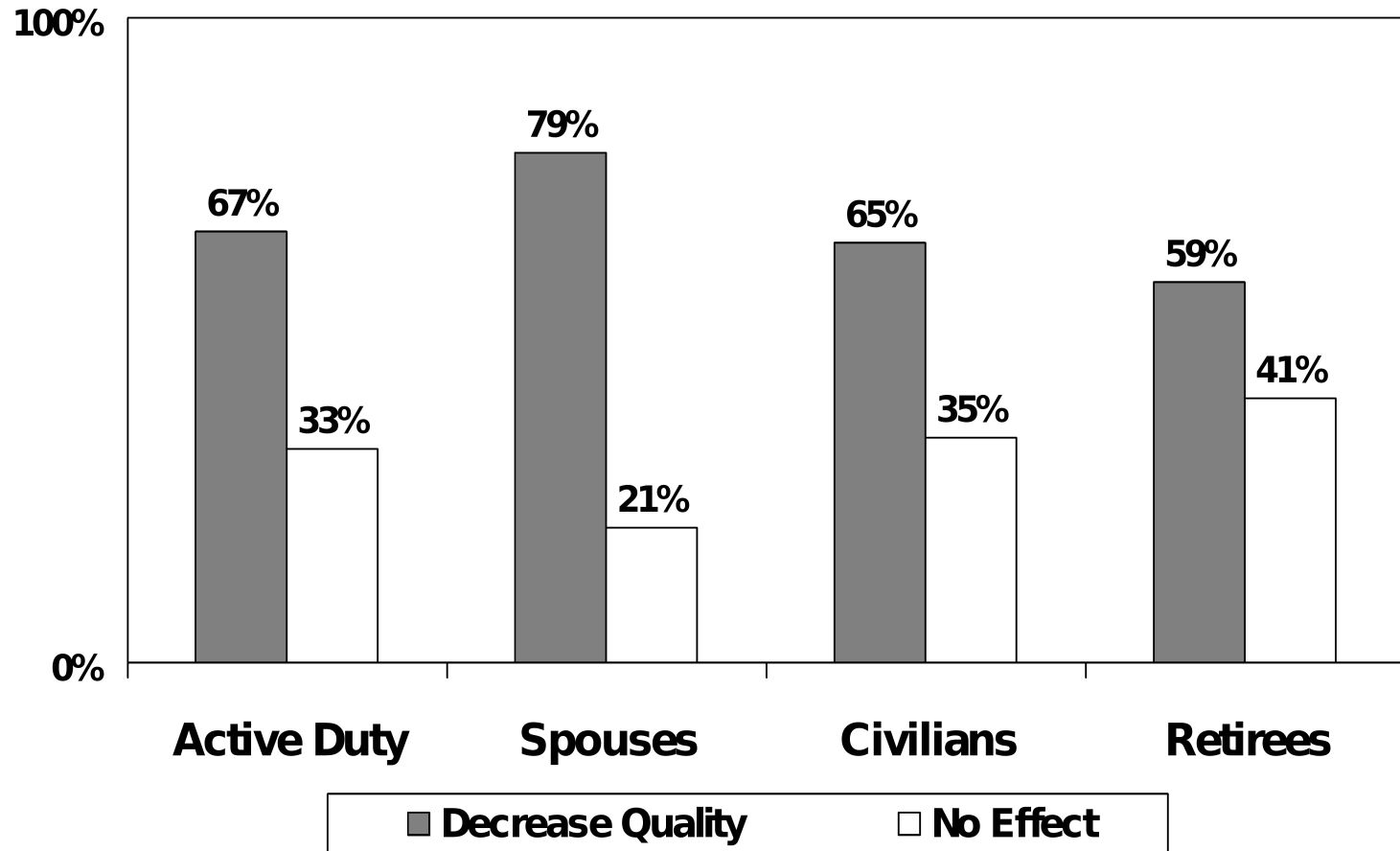
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Rock Island Arsenal



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Rock Island Arsenal



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Rock Island Arsenal

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	86%
Child Development Center	64%
ITR Office	62%
School Age Services	49%
Youth Center	49%
Post Picnic Area	47%
Outdoor Recreation Center	47%

RV Park	71%
Bowling Pro Shop	63%
Golf Course Pro Shop	54%
Bowling Center	46%
Cabins & Campgrounds	45%
Bowling Food & Beverage	45%
Golf Course Food & Beverage	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Rock Island Arsenal

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	14%	20%	32%	23%	31%
E-mail	86%	80%	82%	28%	78%
Friends and neighbors	14%	33%	23%	23%	23%
Family Readiness Groups (FRGs)	0%	7%	0%	4%	1%
Bulletin boards on post	29%	40%	40%	38%	40%
Post newspaper	19%	7%	15%	19%	15%
MWR publications	29%	33%	34%	29%	33%
Radio	0%	0%	0%	2%	0%
Television	0%	7%	1%	3%	1%
My child(ren) let(s) me know	5%	7%	0%	0%	0%
Other unit members or co-workers	19%	0%	30%	14%	28%
Unit or post commander or supervisor	0%	0%	2%	4%	3%
Marquees/billboards	33%	47%	20%	27%	21%
Flyers	29%	47%	21%	32%	22%
Other	5%	7%	5%	12%	5%
I never hear anything	0%	0%	2%	19%	3%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Rock Island Arsenal

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	100%	83%
Better Opportunities for Single Soldiers	0%	N/A
Army Community Service	71%	75%
MWR Programs and Services	82%	86%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Rock Island Arsenal

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	50%	100%	0%
Outreach programs	64%	100%	0%
Family Readiness Groups	68%	100%	0%
Relocation Readiness Program	86%	100%	0%
Family Advocacy Program	68%	100%	0%
Crisis intervention	45%	100%	0%
Money management classes, budgeting assistance	55%	100%	0%
Financial counseling, including tax assistance	59%	100%	0%
Consumer information	36%	100%	0%
Employment Readiness Program	50%	100%	0%
Foster child care	5%	N/A	N/A
Exceptional Family Member Program	68%	100%	0%
Army Family Team Building	59%	100%	0%
Army Family Action Plan	41%	100%	0%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Rock Island Arsenal

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	53%	100%	0%
Outreach programs	60%	N/A	N/A
Family Readiness Groups	80%	100%	0%
Relocation Readiness Program	67%	100%	0%
Family Advocacy Program	60%	100%	0%
Crisis intervention	40%	100%	0%
Money management classes, budgeting assistance	73%	67%	33%
Financial counseling, including tax assistance	67%	100%	0%
Consumer information	33%	100%	0%
Employment Readiness Program	53%	100%	0%
Foster child care	7%	N/A	N/A
Exceptional Family Member Program	53%	100%	0%
Army Family Team Building	67%	100%	0%
Army Family Action Plan	40%	100%	0%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Rock Island Arsenal

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	53%	25%
Personal job performance/readiness	47%	40%
Unit cohesion and teamwork	53%	33%
Unit readiness	53%	40%
Relationship with my spouse	47%	43%
Relationship with my children	47%	60%
My family's adjustment to Army life	50%	83%
Family preparedness for deployments	42%	86%
Ability to manage my finances	27%	60%
Feeling that I am part of the military community	56%	86%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Rock Island Arsenal

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%	75%
Helps minimize lost duty/work time due to lack of child care/youth services	100%	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	100%	40%
Allows me to work outside my home	100%	60%
Allows me to work at home	50%	0%
Offers me an employment opportunity within the CYS program	100%	0%
Allows me/my spouse to better concentrate on my/our job(s)	80%	40%
Provides positive growth and development opportunities for my children	100%	67%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Rock Island Arsenal

No Active Duty Responses to BOSS items

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	0%
Personal job performance/readiness	0%
Unit cohesion and teamwork	0%
Unit readiness	0%
Ability to manage my finances	0%
Feeling that I am part of the military community	0%
Relationship with my children (single parents)	0%
My family's adjustment to Army life (single parents)	0%
Family preparedness for deployments (single parents)	0%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Rock Island Arsenal

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	82%
Entertaining guests at home	61%
Going to movie theaters	60%
Internet access/applications (home)	55%
Special family events	51%
Plays/shows/concerts	50%
Festivals/events	49%
Walking	45%
Live entertainment	45%
Attending sports events	44%

Top 5 for Spouses of Active Duty

Walking	100%
Going to movie theaters	100%
Entertaining guests at home	92%
Watching TV, videotapes, and DVDs	88%
Special family events	77%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	81%
Entertaining guests at home	61%
Going to movie theaters	60%
Internet access/applications (home)	56%
Special family events	51%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	82%
Entertaining guests at home	80%
Attending sports events	80%
Plays/shows/concerts	75%
Festivals/events	70%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	81%
Walking	58%
Entertaining guests at home	55%
Going to movie theaters	54%
Internet access/applications (home)	50%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Rock Island Arsenal

Team Sports

Volleyball	13%
Softball	11%
Basketball	7%
Self-directed sports tournaments	6%
Soccer	3%

Outdoor Recreation

Picnicking	35%
Going to beaches/lakes	31%
Camping/hiking/backpacking	27%
Bicycle riding/mountain biking	27%
Fishing	27%

Social

Entertaining guests at home	61%
Special family events	51%
Happy hour/social hour	40%
Night clubs/lounges	39%
Dancing	31%

Sports and Fitness

Walking	45%
Cardiovascular equipment	33%
Weight/strength training	28%
Golf	27%
Bowling	24%

Entertainment

Watching TV, videotapes, and DVDs	82%
Going to movie theaters	60%
Plays/shows/concerts	50%
Festivals/events	49%
Live entertainment	45%

Special Interests

Internet access/applications (home)	55%
Gardening	43%
Automotive detailing/washing	30%
Automotive maintenance & repair	28%
Digital photography	26%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

Rock Island Arsenal

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	19%	N/A	19%
Cardiovascular equipment	16%	17%	33%
Reading	15%	N/A	15%
Weight/strength training	15%	14%	28%
Walking	14%	31%	45%
Study/self development	13%	N/A	13%
Multi-media (videos, DVDs, CDs)	12%	N/A	12%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

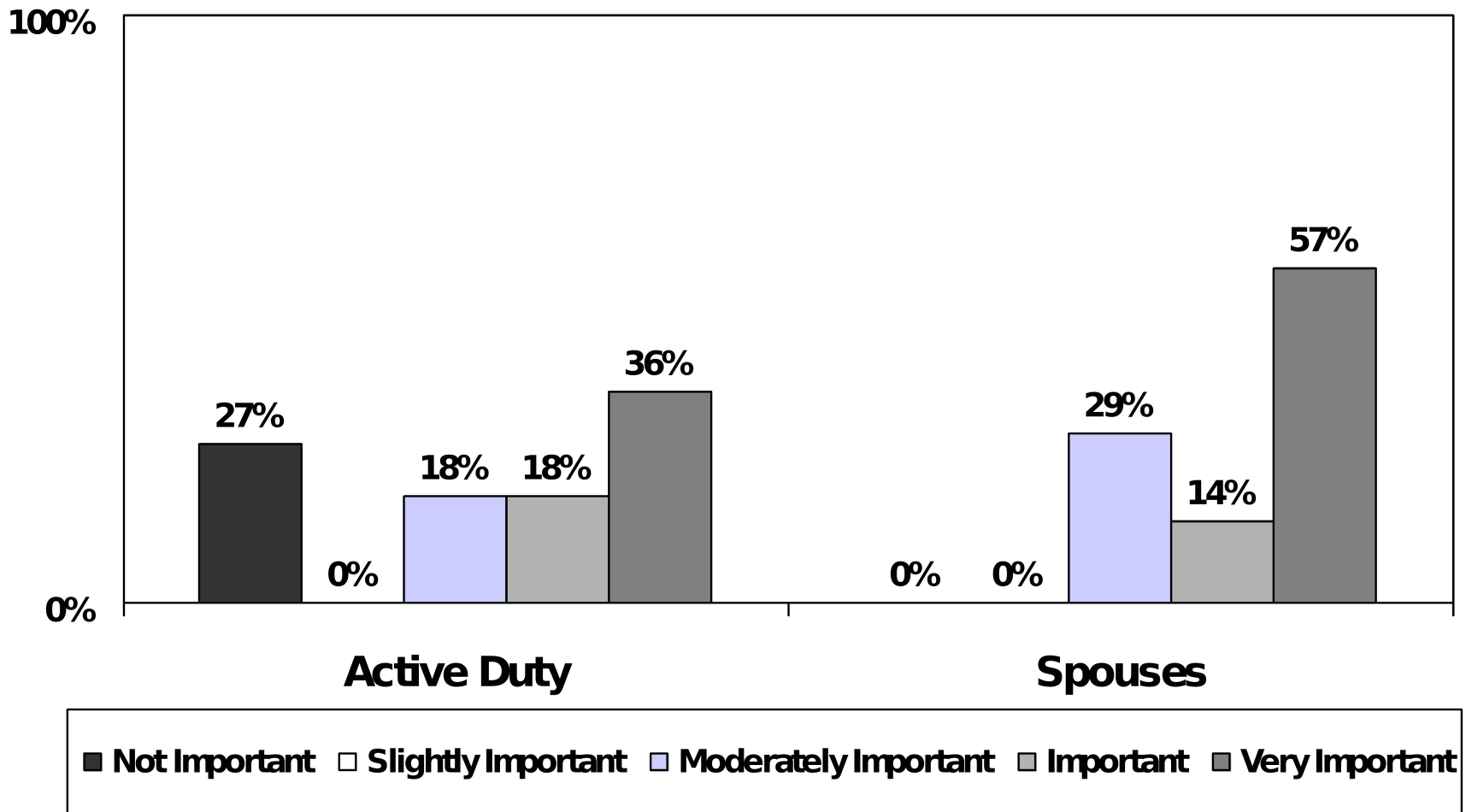
Rock Island Arsenal

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	7%	5%	44%	55%
Gardening	1%	3%	39%	43%
Automotive detailing/washing	5%	17%	8%	30%
Automotive maintenance & repair	8%	11%	9%	28%
Digital photography	0%	9%	17%	26%
Computer games	0%	2%	21%	24%
Trips/touring	0%	17%	0%	17%

*Top 7 special interest activity preferences ranked by overall participation.

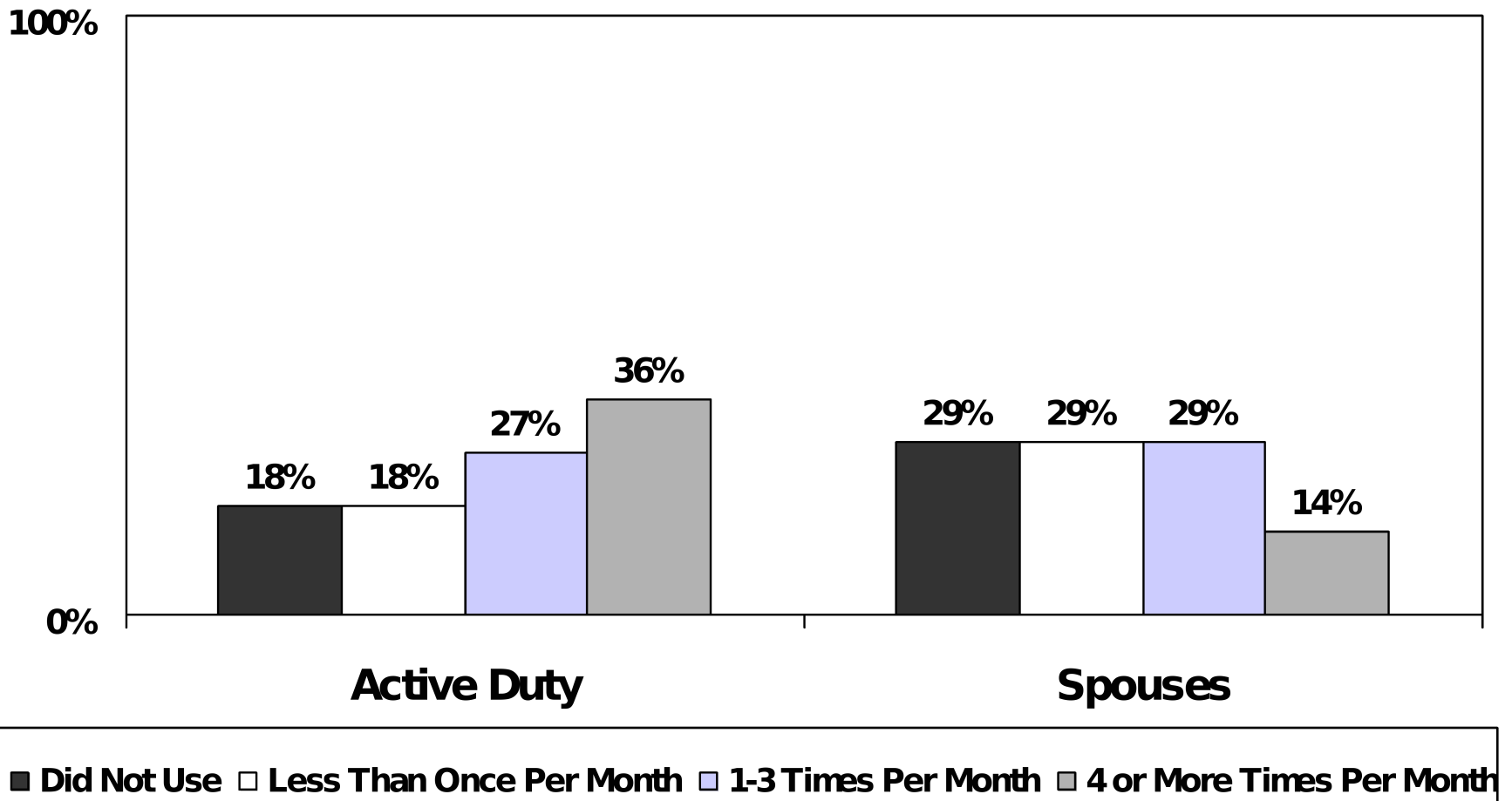
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Rock Island Arsenal



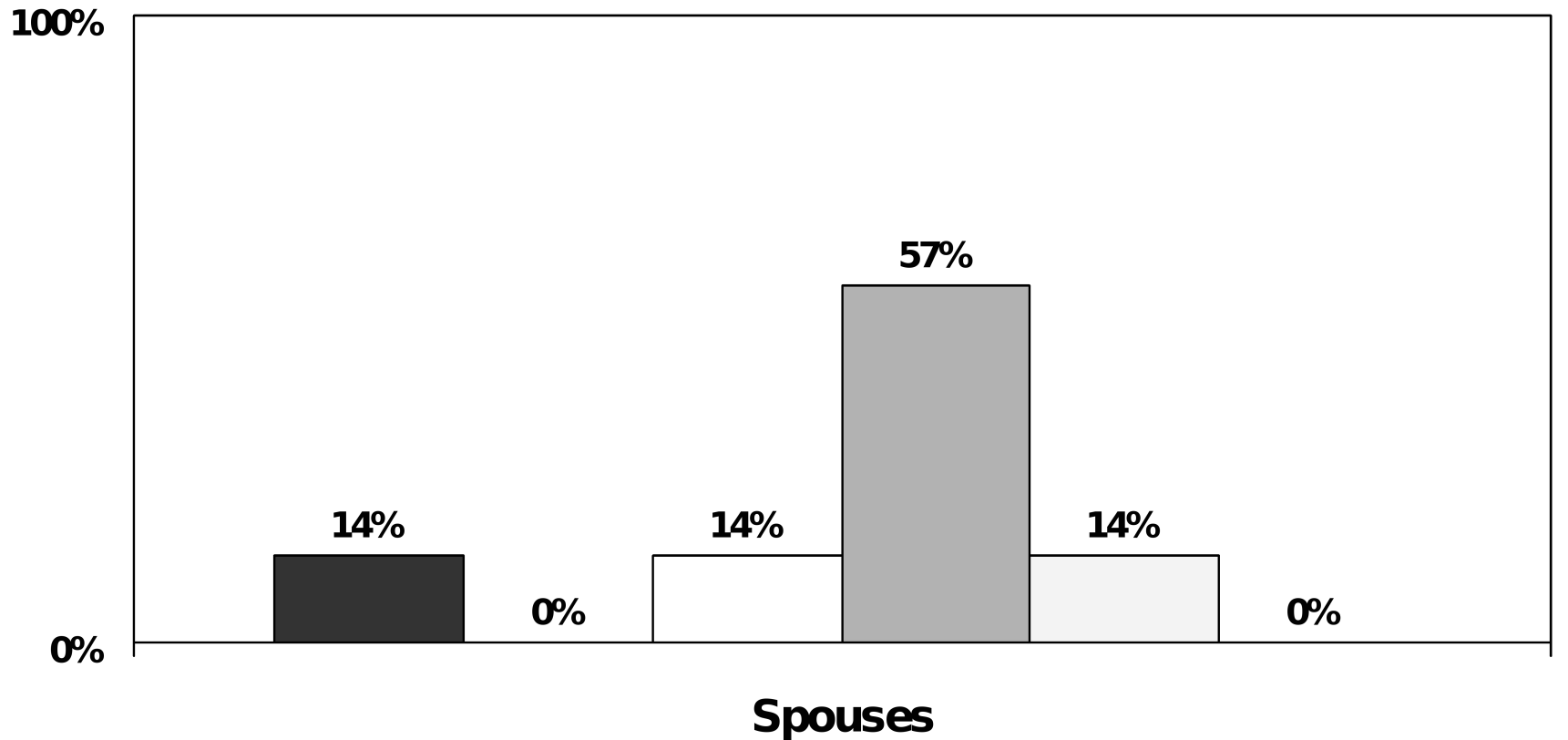
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Rock Island Arsenal



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Rock Island Arsenal



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Rock Island Arsenal

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	0%
Probably will not make military a career	0%
Undecided	9%
Probably will make military a career	14%
Definitely will make military a career	77%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	7%
Not Sure	20%
Yes	73%

NEXT STEPS

Rock Island Arsenal

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)